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SENSORY BRANDING

At present, a growing interest of marketers is focused on sensory branding, an effective method of reaching customers by employing all the human senses (hearing, sight, scent, touch) to build strong connections to the customers and drive preference for their brands.

Sensory perception of people has been used in different areas of business to increase profits as human communication is mainly unconscious, and non-verbal.

According to Martin Lindstrom's work the following facts should be considered:

- 75% of people's emotions are caused by smells;
- sound plays a key role in branding, music and rhythm help cement a positive image in consumers' mind;
- short-term memory retention of human is given only 1% of what was perceived in tactile means, 2% of what was adopted by ear, 5% of what was tasted, and 35% of what people smelled;
- 99% of communications used by companies are limited to an audible and visual exposure.

The main aim of sensory branding is positive emotions that should arise in engaging such senses as taste, hearing, sight, smell, touch.

Using sensory branding we can get more competitive benefits (increased differentiation), increase the number of trial and repeat purchases, create additional value to the product (getting a price premium and renewal brand life cycle), cause consumers' positive emotions associated with the brand.

In the north of Europe, some supermarkets are connected with bakery by hundreds of meters of pipes. Through these pipes supermarkets delivered fragrant smell of freshly baked bread. This strategy really works. Passers-by suddenly began to feel the sudden onset of hunger and went inside the supermarket.

So, sensory branding differs from conventional visual branding techniques as it applies sensory stimuli such as scent, sound and texture in order to develop strong brands memorable for the customers leaving fewer opportunities to make their own decisions.